

07/01/2008

**DOCKET NO.:** MSFT-5046  
**Application No.:** 10/752,384  
**Office Action Dated:** March 17, 2008

**PATENT**  
**REPLY FILED UNDER EXPEDITED**  
**PROCEDURE PURSUANT TO**  
**37 CFR § 1.116**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of:  
**Frank David McSherry, et al.**

Confirmation No.: **6813**

Application No.: **10/752,384**

Group Art Unit: **2166**

Filing Date: **January 5, 2004**

Examiner: **Khanh B. Pham**

For: **PERSONALIZATION OF WEB PAGE SEARCH RANKINGS**

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

**REPLY PURSUANT TO 37 CFR § 1.116**

In response to the Official Action dated **March 17, 2008**, reconsideration is respectfully requested in view of the amendments and/or remarks as indicated below:

- ☐ **Amendments to the Specification** begin on page \_\_\_\_\_ of this paper.
- ☒ **Amendments to the Claims** are reflected in the listing of the claims which begins on page 2 of this paper.
- ☐ **Amendments to the Drawings** begin on page \_\_\_\_\_ of this paper and include an attached replacement sheet.
- ☒ **Remarks** begin on page 7 of this paper.